

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Lower Preliminary Sales at the Seafood Expo Global 2016

Report Categories:

Export Accomplishments - Events

Fishery Products

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Report Highlights:

Seafood Expo Global (SEG) is the largest seafood trade event in the world. The number of exhibitors this year was down by roughly a quarter as exhibitors decided to cancel their participation due to the attacks in Brussels last month. As a result the sales were down. To date the preliminary on-site sales were USD 27.8 million while projected 12 months sales were USD 230.7 million.

SEG is held annually in Brussels, Belgium, this year it was held on April 26 - 28. The event attracts more than 25,000 buyers and suppliers of seafood products, equipment and services. Attendees travel from over 140 countries while the fair features more than 1,700 exhibiting companies from over 75 countries. The show is organized by Diversified Business Communications. FAS partnered with the Intertribal Agriculture Council (4 companies), the Southern U.S. Trade Association (2 companies), Food Export USA North East (11 companies) and the Alaska Seafood Marketing Institute (13 companies) to bring 30 exhibitors to this year's U.S. Pavilion. The number of exhibitors was down by roughly a quarter as exhibitors decided to cancel their participation due to the attacks in Brussels last month. Post is waiting for the exact numbers but expects the number of visitors to be down as well. Exhibitors however indicated the quality of visitors to be high.

While it was the fifth time IAC participated at SEG, it was the first they exhibited in Hall 6 along with the other U.S. seafood groups. Program Director, Nathan Notah and European representative Christine Berthold shared their enthusiasm about the show, their new location and the quality of the visitors.

While ASMI normally brings 20 exhibitors, this year the number was down to 13 companies. Large companies like Trident, Dana S. Besecker and Silver Bay Seafood all decided not to travel to Brussels. The extra space was used for meetings and the Responsible Fisheries Management (RFM) briefing room. An eye-catching food truck was parked where ASMI traditionally has their lounge. The truck served delicious snacks throughout the day working with Alaska seafood including salmon, cod, Alaska Pollock, etc. See the following Tweet: <https://twitter.com/usembthehague/status/725625150188732416>.

FAS staff manned the booth (Hall 6 – booth 1323) which is conveniently located and adjacent to the U.S. pavilion. The following FAS colleagues attended the show: Jim Higgiston and Hilde Brans from the U.S. Mission to the EU, Dwight Wilder and Alexander Tarashevych from FAS/Kiev, Ibrahim Sirtioğlu from FAS/Istanbul and Laurent Journo from FAS/Paris. FAS/The Hague was represented by Susan Phillips and Marcel Pinckaers. All had meetings with their local importers, U.S. exhibitors and U.S. seafood cooperators representatives. Post received about 15 serious Trade Leads.

The Global Sustainable Seafood Initiative (GSSI) arranged a seminar on the first day of the show. They presented GSSI's achievements through the launch of its Global Benchmark Tool. The attendees were briefed on how the Tool will be used by the industry as the first certification schemes, including Alaska's RFM, apply for GSSI recognition and go through the benchmarking process. The seminar was attended by ASMI representatives as well.

On the second day of the show, NOAA Fisheries Representative to the EU Stephane Vrignaud and NOAA's counterparts in Canada presented the latest information and response strategies regarding Sweden's move to list U.S. lobster as an invasive species, which could result in a EU-wide ban of live lobster exports from the U.S. and Canada to the European Union. In June the European Commission will decide whether they have enough information to draft an implementing Regulation. If that is the case, WTO member states will have the opportunity to object. During the show Post met with the Dutch Seafood Traders Federation to discuss this matter. The seminar was attended by Food Export USA Northeast representatives and exhibitors as well.

Ambassador Gardner from the U.S. Mission to the EU visited the U.S. pavilion on Wednesday April 27th. He met with several exhibitors and also visited the FAS booth. The Governor of Virginia, Mr Terry McAuliffe, and Todd Haymore, Virginia's Secretary of Agriculture & Forestry also attended the show and met with U.S. exhibitors.

Post collected most of the Evaluation Forms and can present the following results: the preliminary on-site sales and preliminary 12 month projected sales are \$27.8 and \$230.7 million, respectively. The next edition of SEG will be on April 25 – 27, 2017.